

WITH
UNITED
ARTISTS



AROUND THE WORLD

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IN THIS ISSUE

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Exploitation Is Cure for "S.A."	Page 1
Mickey Mouse Gets Manx Cat.....	Page 2
It Pays to Advertise - Thoroughly.....	Page 2
Ruth Etting Opposite Cantor.....	Page 3
"Nero" Role Kiddled in Cantor Film.....	Page 3
Sten Will Sing, Dance in Picture.....	Page 3
Warren William Cast in "Nana".....	Page 4
4th Goldwyn Film.....	Page 4
U.A. Studios Enlarged.....	Page 4
"Mickey's Mechanical Man".....	Page 5
Jackie Cooper Added to "The Bowery".....	Page 5
20th Century Buys Winchell Story.....	Page 6
New Writers, Directors for U.A.....	Page 7
Sign Constance Bennett, Loretta Young.....	Page 7

EXPLOITATION IS CURE FOR "S.A."

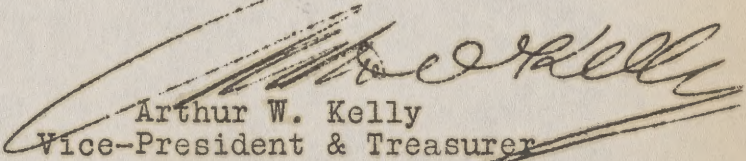
Experts estimate that 50% of a picture's success may be attributed to exploitation. So that it is a little difficult to understand why there are still so many exhibitors trying to get by with a couple of posters and a set of photographs in their lobbies. They call that advertising, but it's merely wall covering!

To be sure, when the tide of prosperity is running swiftly and the public is in the mood and has the money to spend for amusement, even such exhibitors manage to scrape by.

But when, as now, people are shopping around for entertainment, and must be thoroughly sold before they will buy, such showmen (!) must be roused to the need of energetic merchandising and publicity methods.

Exhibitors who will play United Artists quality money product next season ought to have this fact forcefully called to their attention: while it is true that advertising is the life blood of our business, the stream either carries the rich, red, optimistic corpuscles or dark, blue, pessimistic corpuscles. If those theatre owners suffering from "S.A." - showmanship anemia - will put a little iron - exploitation - in their system, they can change the blood stream to optimistic advertising, and cash in on our box office hits to the tune of standing room only!

It is the duty of every United Artists salesman not only to sell pictures but to emphasize showmanship!


Arthur W. Kelly
Vice-President & Treasurer

MICKEY MOUSE GETS MANX CAT

AS GIFT FROM ISLE OF MAN

Mickey Mouse has been the recipient of many odd gifts from all corners of the world, but when the S.S. Franconia arrived in New York June 25, it brought the most unusual present that the funny little screen actor and his father-creator, Walt Disney, have ever received.

Mickey is now the proud owner of a real, live Manx cat, one of those famous felines without a tail. It is a gift from the Lieutenant-Governor of the Isle of Man. The origin of the Manx cat is a mystery, but it is known that the Isle of Man, lying between Ireland and Great Britain, has been its home for a great many years. Despite the efforts of science, the wherefore of its taillessness is still wrapped in doubt. Mickey's latest playmate is a fine, full-grown, jet-black specimen, who answers to the name of "Manxie".

Robb Lawson, publicity manager in Great Britain, deserves a double-barreled salvo of applause for the thorough-going manner in which he capitalized the stunt. Because of "Manxie," Mickey reaped a fine harvest of publicity over there as well as over here. Robb's thoughtfulness in informing the Home Office of the cat's anticipated arrival several months ago, and the complete data he sent about it, enabled us to arrange for a grand public welcome for "Manxie" both in New York and in Hollywood. Photographs of the cat's reception aboard the ship are being sent to all offices for publicity use.

IT PAYS TO ADVERTISE - THOROUGHLY!

Describing why it is even more wasteful to spend too little than too much on advertising, Frank H. Fayant, an outstanding member in the American advertising field, told of being stopped one night after theatre by a sailor.

"Stranger," said the sailor, "if you will stake me to a quarter, it'll save me \$1.50."

"How come?" asked Fayant.

"I've spent a dollar and a half to get drunk, and I'm still sober," was the reply. "Unless I get another quarter's worth, my money's all wasted."

RUTH ETTING GETS GOLDWYN

OPPORTUNITY OPPOSITE CANTOR

Ruth Etting will make her first full-length picture with Eddie Cantor in "Roman Scandals." The famous songstress is having a role as the Emperor's favorite written specially for her by William Anthony McGuire into the George Kaufman-Robert Sherwood carnival. Harry Warren and Al Dubin are preparing a romantic ditty for Ruth and Eddie together, and a new torch song for the lovely warbler. Goldwyn plans to build the beauty and grace of "Roman Scandals" around Miss Etting in the same way that the comedy and the story are tailored to the beady-eyed clown.

"NERO" ROLE TO BE KIDDED

IN NEW CANTOR PICTURE

Edward Arnold will have the opportunity of his life with Eddie Cantor in "Roman Scandals," the Samuel Goldwyn picture which Frank Tuttle will direct for United Artists release. Arnold is to play the menace in the person of the Roman Emperor, kidding the role that Charles Laughton made great in "The Sign of the Cross." William Anthony McGuire is now at work adapting the Cantor film from the original yarn by George S. Kaufman and Robert Sherwood.

ANNA STEN WILL SING

AND DANCE IN "NANA"

Anna Sten is getting concentration from Sam Goldwyn and his staff for her American film debut in "Nana," a United Artists release, which will be directed by George Fitzmaurice. She will sing and dance in playing the emotional role written for her by Edwin Justus Mayer and Leo Birinski from the famous Emile Zola novel. The gifted Richard Rogers and Lorenz Hart are writing two songs for her that will attempt to reflect the atmosphere of the period, which is the gas-lit Paris of the 1870s. One, they say, is the ancestor of our modern day "torch song." And Busby Berkley will have the task of polishing off the famous dance, the can-can, that Anna has been practicing for weeks. As an authentic street dance of the period, it will be featured in the picture.

WARREN WILLIAM GETS LEADING

MALE ROLE OPPOSITE ANNA STEN

Warren William will have one of the two leading male roles in "Nana," Samuel Goldwyn's picturization of the Emile Zola novel that will introduce the Russian Anna Sten to American film audiences. William has always been the rough and ready, up-and-at-'em type until "Gold Diggers." In that musical, he went high hat and Bostonian. In "Nana," William has the role of the Count Muffat, elder brother to George, who has the romantic lead. The Count Muffat is a middle-aged patrician French nobleman, an equerry to the Emperor Napoleon III. Both the Count and his younger brother fall victims to the charms of Zola's voluptuous siren. The part of the younger brother has not yet been filled.

4TH GOLDWYN FILM TO FEATURE

CAVALCADE OF AMERICAN FAMILY

In addition to the two Anna Sten pictures and the Eddie Cantor film, Samuel Goldwyn announces that he will make a fourth and final picture in the coming season for United Artists release. William DuBois, brilliant young newspaperman, who authored "I Loved You Wednesday" and the Lenore Ulric stage hit, "Pagan Lady," is now at work on the story outline of a production that will require at least six months of preparation. It will be the story of an American family giving in the span of its successive generations a panorama of American history, planned and laid out for cinematic narration.

NEW HOUSING FACILITIES

FOR TWENTIETH CENTURY

Wide scale enlargement of buildings and facilities at the United Artists studios, Santa Monica Boulevard and Formosa Street, Hollywood, is being started, due to the spirited production activities planned by Joseph M. Schenck and Darryl F. Zanuck for their new Twentieth Century Pictures at that studio. Construction has started on a new building to provide quarters and offices for sixteen directors and writers. The building is to be on Formosa Street, adjoining the main administration building, and will be a two-story affair. The pictures to be made by Twentieth Century this season, totaling twelve, more than doubles the usual production operations at the United Artists Hollywood plant.

MICKEY IS FIGHT PROMOTER IN

"MICKEY'S MECHANICAL MAN"

In "Mickey's Mechanical Man" Walt Disney's popular little hero becomes a big-time fight promoter who pits his protege, an iron robot, against a gorilla-like type of fighter called the Kongo Killer. The Kongo Killer is giving Mickey's pet a terrific lacing when Minnie Mouse, at the ringside with Mickey, recalls that the honking of an automobile horn drives the mechanical man into a terrific rage, so she runs out to the car and brings the horn to the ring where the robot is taking the count. Honking the horn in the robot's ear rouses the stricken battler and he gets to his feet and annihilates the Kongo Killer, dealing the knockout blow with a huge hammer from a device in the top of his head.

This new exploit of Mickey's tops off a long series of short features that have been wide in scope and varied in locale. The little United Artists star has been everything from a baseball player to a mail pilot, with Disney following the trend of topical subjects in creating his cartoons. Mickey has been a musical farmer, a big game hunter, a golfer, a deep sea fisherman and a knight in the days of King Arthur, rescuing maidens in distress. He has built houses, had whoopee parties, played golf and ridden camels and elephants in the desert and jungle. He has been seen a la Trader Horn and had nightmares that include adventures with a mad doctor on the order of Frankenstein. He has mushed behind dog teams in the frozen north and acted in old-time melodrama with Minnie as Little Eva.

JACKIE COOPER ADDED TO

CAST OF "THE BOWERY"

Jackie Cooper, the screen's most famous child actor, star of "Skippy" and "Sooky," and who was teamed with Wallace Beery in "The Champ," will again appear with Beery in "The Bowery," which Joseph M. Schenck and Darryl Francis Zanuck are putting in production as their first Twentieth Century picture for United Artists release. The boy star has been borrowed from Metro-Goldwyn-Mayer for the role. Jackie will play "Swipes," the newsboy pal of Beery, who will fill the role of Chuck Connors, the "Mayor" of Chinatown. As previously announced, George Raft will have the role of Steve Brodie in this film of colorful early Manhattan history, to be directed by Raoul Walsh.

"BROADWAY THRU A KEYHOLE" BY WINCHELL

TO BE INSIDE STORY OF COLUMNIST'S LIFE

Walter Winchell is going to give the public a squint through his own biographical keyhole via the movie screens. The only man to out-peep Samuel Pepys has signed with Darryl F. Zanuck to deliver to Twentieth Century Pictures the spectacular story of his life. The picture will be released by United Artists. Winchell's film will be called "Broadway Thru a Keyhole." The story will not only rattle the skeletons in the closets of Broadway celebrities, in addition to the biographical reminiscences of Winchell's own life, but will bring to light the labyrinthian mazes of his subterranean chatter and news gathering system, his famous feuds and escapades.

Winchell has grown famous by putting news on the "front page," and Zanuck has attained eminence by taking it off that page and putting it on the screen. But nothing, the producers became convinced, would more perfectly resolve itself into a sensational scenario than Winchell himself. So, Winchell signed to write for Twentieth Century Pictures a story of his adventures, revealing details and incidents that have never appeared in print.

The "stormy petrel" of modern journalism, Winchell's rise to fame has been a source of interest to the whole American public. A former vaudeville "song and dance" man -- and by his own boast a bad one -- Winchell became convinced that his mind was nimbler than his feet, and proved it by writing columns even before he decided to give up his career as an actor. He never, however, gave up his fondness for acting, and his first columns on theatrical trade journals in 1921 were devoted to anecdotes of the players.

In 1924, when he got his first job as columnist of a daily paper -- the "Graphic" -- he was still writing about actors. But eventually he widened his field, through an uncanny ability to ferret out the secret facts about all of Broadway's notables. Today his gossip dictaphone is wired to both hemispheres. In 1929 he switched to the New York Daily Mirror, and through the King Features control his chatter became available for 104 newspapers. Through his radio broadcasting, Winchell had a following of 20,000,000 listeners, and his programs were carried over a fifty-eight station hook-up extending between New York and the Hawaiian Island, from Nome to Cuba. These broadcasts will be resumed in August.

ADDITIONAL WRITERS, DIRECTORS

SIGNED BY TWENTIETH CENTURY

In their wholesale drive to secure the best writers, stories and directors possible for Twentieth Century Pictures, new United Artists production unit, Joseph M. Schenck and Darryl Francis Zanuck have announced the signing of four new writers, four directors and the purchase of four stories. The stories are "Blood Money," by Roland Brown; "The Unnamed Woman," by Willard Robertson; "Born To Be Bad," by Ralph Graves; and "Miss Lonelyheart," by Nathaniel West.

The new writers signed to Twentieth Century contracts are Courtenay Terrett, Ralph Graves, Harold Long and Laird Doyle.

The four new directors are Lowell Sherman, who made the sensationally successful Mae West picture, "She Done Him Wrong"; Gregory La Cava, director of "Gabriel Over the White House" and many other outstanding successes; Walter Lang, whose newest directorial hit is "The Warrior's Husband," and Sidney Lanfield, whose last three pictures for Fox were "Dance Team," "Hat Check Girl" and "Society Girl."

CONSTANCE BENNETT, LORETTA YOUNG

SIGNED BY TWENTIETH CENTURY

Constance Bennett and Loretta Young, two of America's outstanding screen actresses, have just signed long-term contracts with Twentieth Century Pictures, the new United Artists production unit headed by Joseph M. Schenck and Darryl Francis Zanuck. This is in line with the current expansion program of Twentieth Century, following closely the signing of George Arliss. Miss Bennett has scored in such notable hits as "Sin Takes a Holiday," "Common Clay," "Son of the Gods," "Bought," "Our Betters" and "What Price Hollywood." Miss Young's most recent hit was "Zoo in Budapest," and previously she had starred in such pictures as "I Like Your Nerve," "Play Girl," "Taxi," "Grand Slam," "Employees' Entrance" and "Lady of the Night."

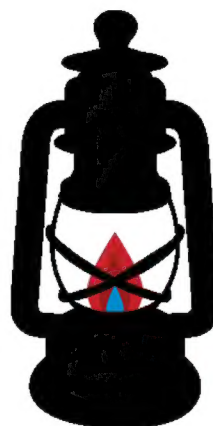
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